

## ORDER



**Orders**  
**Order / Rev:** 716981  
**Alt Order #:** 06340417  
**Product Desc:** NEA FUND CHILD & PUB  
**Estimate:** 1664  
**Flight Dates:** 09/26/12 - 10/02/12  
**Original Date / Rev:** 09/27/12 / 09/27/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Mundy Katowitz Media/ POL  
**Buying Contact:**  
**Billing Contact:**  
 1322 G St SE  
 Washington, DC 20003

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** NEA Fund for Children and Public  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Non Ballot  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$37,900.00	\$32,215.00
10/01/12	10/02/12	20	\$36,000.00	\$30,600.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$37,900.00	\$32,215.00	0.00
October 2012	20	\$36,000.00	\$30,600.00	0.00
<b>Totals</b>	<b>43</b>	<b>\$73,900.00</b>	<b>\$62,815.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/28/12	09/28/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			1			\$3,500.00		0.00			
2	WKYC	09/28/12	09/28/12	M-F 2-3p Rachel Ray	CM	2-3p	----F--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			1			\$450.00		0.00			
3	WKYC	09/28/12	09/28/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			1			\$800.00		0.00			
4	WKYC	09/28/12	09/28/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--			1			\$1,400.00		0.00			
5	WKYC	09/28/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			

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Advertiser: NEA Fund for Children and Public  
 Product Desc: NEA FUND CHILD & PUB  
 Estimate: 1664

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	WKYC	09/28/12	09/28/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,500.00		0.00			
6	WKYC	09/28/12	09/28/12	M-F 7-9a Today Today Show	CM	7a-9a	----F--	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$2,500.00		0.00			
7	WKYC	09/28/12	09/28/12	M-F 9-10a Today II Today Show II	CM	9a-10a	----F--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	----F--					1	\$800.00		0.00			
8	WKYC	10/01/12	10/01/12	Late Night Late Night w/Jimmy Fallon	CM	1237a-136a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
J FALLON-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$1,200.00		0.00			
9	WKYC	10/01/12	10/01/12	M-F 3-4p The Doctors	CM	3p-4p	M-----	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
DOCTORS<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$650.00		0.00			
10	WKYC	10/01/12	10/01/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$800.00		0.00			
11	WKYC	10/01/12	10/01/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	M-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$3,000.00		0.00			
12	WKYC	10/01/12	10/01/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
CH3 NEWS TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$2,500.00		0.00			
13	WKYC	10/01/12	10/01/12	M-F 7-9a Today Today Show	CM	7a-9a	M-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$2,500.00		0.00			
14	WKYC	10/01/12	10/01/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$2,000.00		0.00			
15	WKYC	10/01/12	10/01/12	M-F 9-10a Today II Today Show II	CM	9a-10a	M-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$800.00		0.00			
16	WKYC	09/29/12	09/29/12	Sat 6-630p Channel 3 News at 6P SAT	CM	6-630p	-----S-	:30	1	\$3,000.00	P-2	0.00	NM	3	\$9,500.00
AVG. ALL WKS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$3,000.00		0.00			



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 Estimate: 1664

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
24	WKYC	09/27/12	09/27/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 7<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$3,000.00		0.00						
25	WKYC	09/27/12	09/27/12	M-F 7-9a Today Today Show	CM	7a-9a	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$2,500.00		0.00						
26	WKYC	09/27/12	09/27/12	M-F 9-10a Today II Today Show II	CM	9a-10a	---T---	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	---T---	1		\$800.00		0.00						
27	WKYC	10/02/12	10/02/12	Tonight Show Tonight Show	CM	1135p-1237a	-T-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
TONITE SHW-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$3,500.00		0.00						
28	WKYC	10/02/12	10/02/12	M-F 2-3p Rachel Ray	CM	2-3p	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$450.00		0.00						
29	WKYC	10/02/12	10/02/12	Early Today Early Today	CM	4a-430a	-T-----	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
EARLY TDAY-NBC<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$100.00		0.00						
30	WKYC	10/02/12	10/02/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
ELLEN<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$800.00		0.00						
31	WKYC	10/02/12	10/02/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	-T-----	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
CH3 NEWS SUNRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$1,000.00		0.00						
32	WKYC	10/02/12	10/02/12	M-F 5-6p Dr. Phil	CM	5p-6p	-T-----	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$1,400.00		0.00						
33	WKYC	10/02/12	10/02/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	-T-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
CH 3 NWS AT 6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$3,000.00		0.00						
34	WKYC	10/02/12	10/02/12	M-F 730-8p Entertainment Tonight	CM	730-8p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
ENT TONIGHT 30<															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$2,000.00		0.00						
35	WKYC	10/02/12	10/02/12	M-F 9-10a Today II Today Show II	CM	9a-10a	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
TODAY SHW2-NBC															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/01/12	10/07/12	-T-----	1		\$800.00		0.00						
36	WKYC	09/26/12	09/26/12		CM	11-1135p	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00

**WKYC**